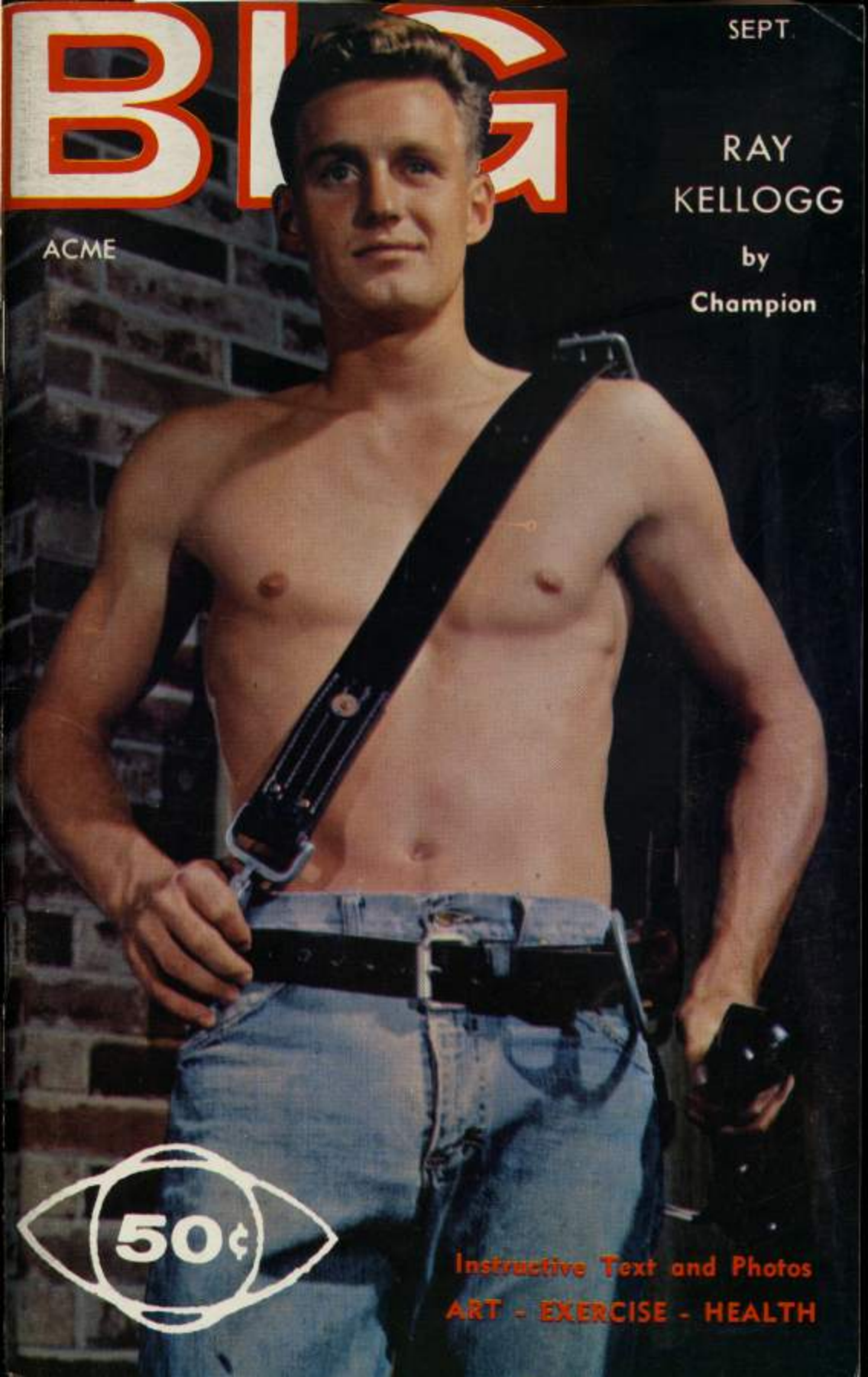
BIG

SEPT.

RAY KELLOGG

by Champion

ACME



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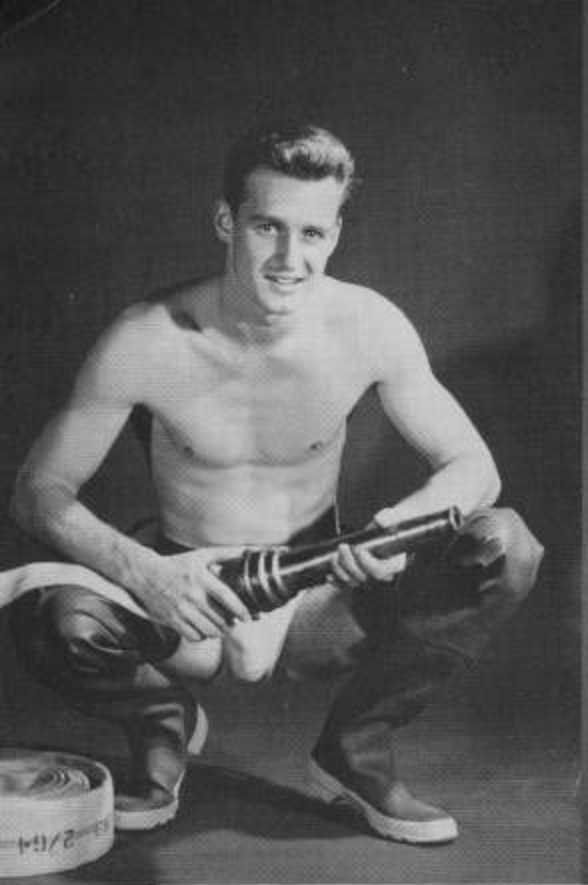
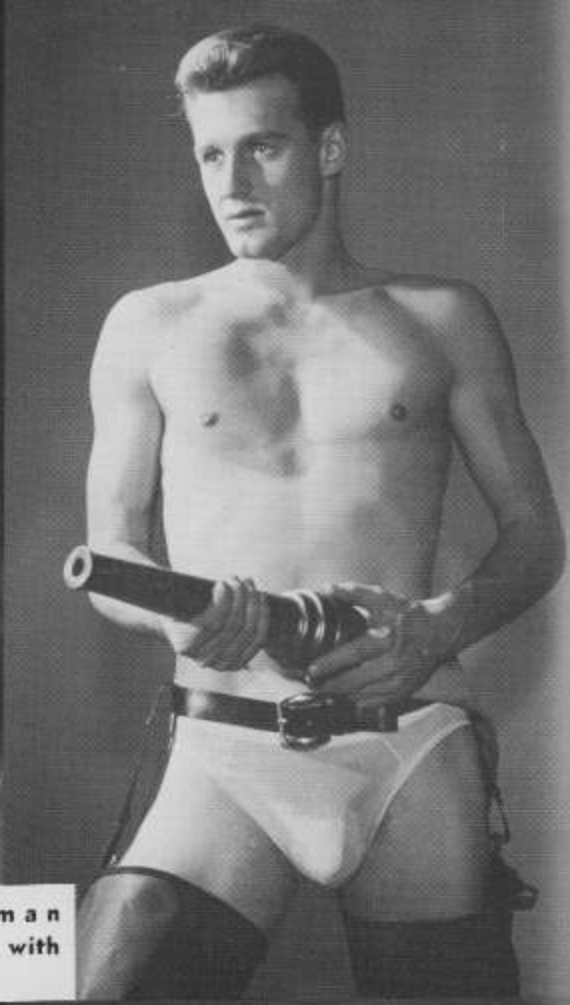
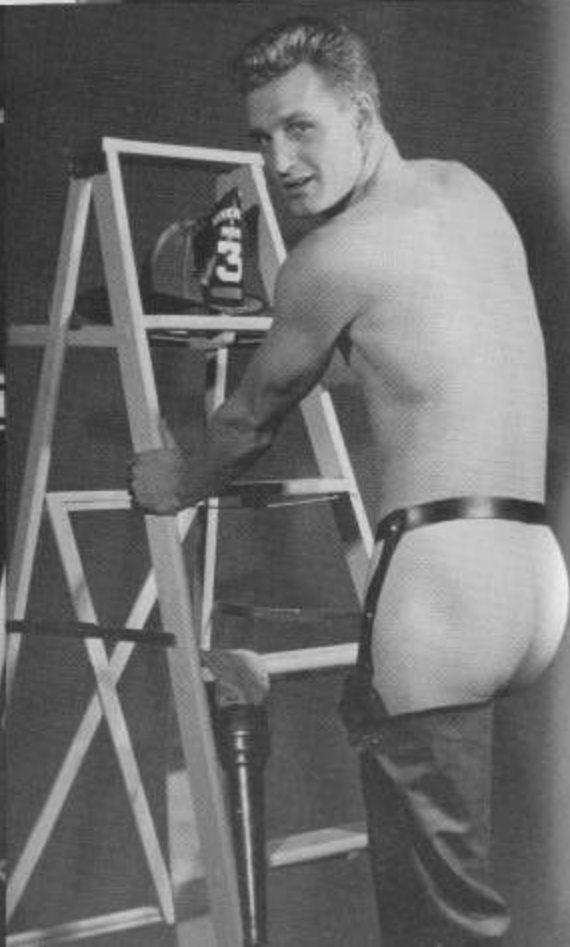
Instructive Text and Photos

ART - EXERCISE - HEALTH





RAY KELLOGG, volunteer fireman from California, keeps in shape with regular workouts.



VOL. 4, NO. 6 SEPT. '66

Eye of the ARTIST

Eye of the BEHOLDER

Eye of the CAMERA

THE BIG VIEW

BIG's point fo view should serve to inspire the development toward perfection of mind, body and health.

BIG is published bi-monthly (every other month) by WALJIM ENTERPRISES, INC., Box 3255, Grand Central Station, New York 17, N.Y. Subscription rates are $5.00 for 12 issues sent to you by sealed first class mail in plain wrapper. Foreign readers (except Canada and Mexico) please add $2.00 to the above rates. All photos, manuscripts and art submitted to BIG become the property of BIG and submission of material will be construed as permission to publish same without any further correspondence.

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UPGRADE YOUR PHYSICAL CAPACITIES

with our E-Z BIG 12 minute Physical Fitness Plan

(Printed here in part only)

For the Complete Course with Exercise Text and Graphic easy-to-follow Photos: — Send $5.00 to

BIG P.O.BOX 3255, G.C.STA., N.Y., N.Y. 10017

BIG presents an easier approach to Physical Fitness which can deliver the personalized energy and happiness for a vigorous well-balanced life. This plan enables you to get in shape with the daily application of progressive innovations on a simple series of exercises.

These basic exercises, when performed repititively for only minutes each day at an increased program suitable to your individual needs, should condition, tone and strengthen the entire body.

You will grow stronger, healthier and happier.

SEND FOR THE ENTIRE E-Z BIG PHYSICAL FITNESS PLAN TODAY and brighten your future.

For now, read further, digest and test yourself with Chart 1.

GET IN SHAPE PRIVATELY BY YOURSELF
IN YOUR SPARE TIME
AT YOUR OWN RATE OF PROGRESS
WITH EASE AND COMFORT . . . AND
IN JUST 12 MINUTES A DAY!!

THE E-Z BIG PHYSICAL FITNESS PLAN is composed of 6 charts arranged in progression. Each chart is a collection of 5 basic exercises, their text and photographic guides by CHAMPION. These exercises are always performed in the same order and in the same time limit. There are only slight changes in each exercise with a gradual demand for more effort as you progress from chart to chart.

READ RATING SCALE

GRADE

These are the grade levels of Physical Capacity indicated by letters of the alphabet.

EXERCISES

Exercise Nos. 1, 2, 3, and 4 apply to the first four exercises. The column headed 1 represents Exercise #1 (Toe Touch), etc. The figures in each column indicate the number of times that each exercise is to be repeated in the time allotted for that exercise. Exercise #5 is running on the spot. Two activities may be substituted for it, and if you prefer, you may run or walk the recommended distance in the required time in place of the stationery run of Exercise #5.

MINUTES A DAY FOR EACH EXERCISE

The allotted time for each exercise is noted at the bottom of the charts. These times remain the same throughout all the charts. Note the total time limit for Exercises #1 through #5 is only 12 minutes.

IMPORTANT: Exercises at any grade should be completed in 12 minutes. However, it is likely that in the early stages, one might complete certain exercises in less time than allotted while others may require more time. In these circumstances the times allotted for individual exercises may be varied within the total 12 minute period.

YOUR RATE OF PROGRESS

The grade of Physical Capacity to which you should make progress and to maintain is determined by your Age Group. The Physical Capacity grades in this plan are based on the expectation of average individuals.

If you feel able to move further through the charts than the Physical Capacity grade indicates, by all means do so. If, on the contrary, you experience great difficulty in approaching this grade, you should stop at a grade which you feel to be your capability. Use the goals as guides, and apply them with common sense.

* CAUTION! BEFORE YOU START-

If you have any doubt as to your capability to undertake this program, see your doctor.

You should not perform fast, vigorous, or highly competitive physical activity without gradually developing and continuously maintaining an adequate grade of physical fitness if you are over 30 years of age.

PHYSICAL CAPACITY RATING SCALE

GRADE	EXERCISE 1	2	3	4	5	1 MILE RUN	2 MILE WALK
	REPETITIONS					IN MINUTES	
A•	20	18	22	13	400	5½	17
A	18	17	20	12	375	5½	17
A-	16	15	18	11	335	5½	17
B•	14	13	16	9	320	6	18
B	12	12	14	8	305	6	18
B-	10	11	12	7	280	6	18
C•	8	9	10	6	260	6½	19
C	7	8	9	5	235	6½	19
C-	6	7	8	4	205	6½	19
D•	4	5	6	3	175	7	20
D	3	4	5	3	145	7½	21
D-	2	3	4	2	100	8	21
MINUTES FOR EACH EXERCISE	2	1	1	1	7		

MALE AGE GROUPS

14 TO 24 YEARS MAINTAIN A

25 TO 34 YEARS MAINTAIN B•

35 TO 39 YEARS MAINTAIN B

40 TO 44 YEARS MAINTAIN C

45 TO 49 YEARS MAINTAIN D

CHART ONE

Exercise 1

Feet astride, arms upward.

Forward bend to floor touching

then stretch upward

and backward bend.

Do not strain to keep knees straight.

(Exercises continued on next page)

CHART ONE

(Continued from preceding page)

Exercise 2

Back lying, feet 6" apart, arms at sides.

Sit up just far enough to see your heels.

Keep legs straight, head and shoulders must clear the floor.

Exercise 3

a Front lying, palms placed under the thighs.

b Raise head and one leg, repeat using alternately.

c Keep leg straight at the knee, the thighs must clear palms.

d Count one each time second leg touches floor.

Exercise 4

Front lying, hands under the shoulders, palms flat on the floor.

Straighten arms lifting upper body, keeping the knees on the floor. Bend arms to lower body.

Keep body straight from the knees, arms must be fully extended, chest must touch floor to complete one movement.

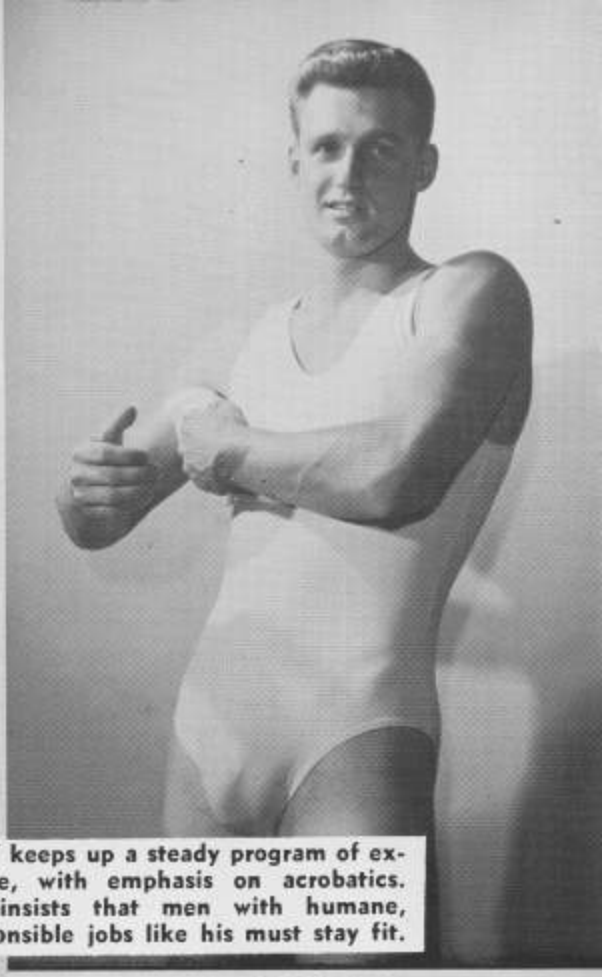
Exercise 5

Stationary run– (Count a step each time left foot touches floor.) Lift feet approximately 4 inches off floor.

Every 75 steps do 10 "scissor jumps." Repeat this sequence until required number steps is completed.

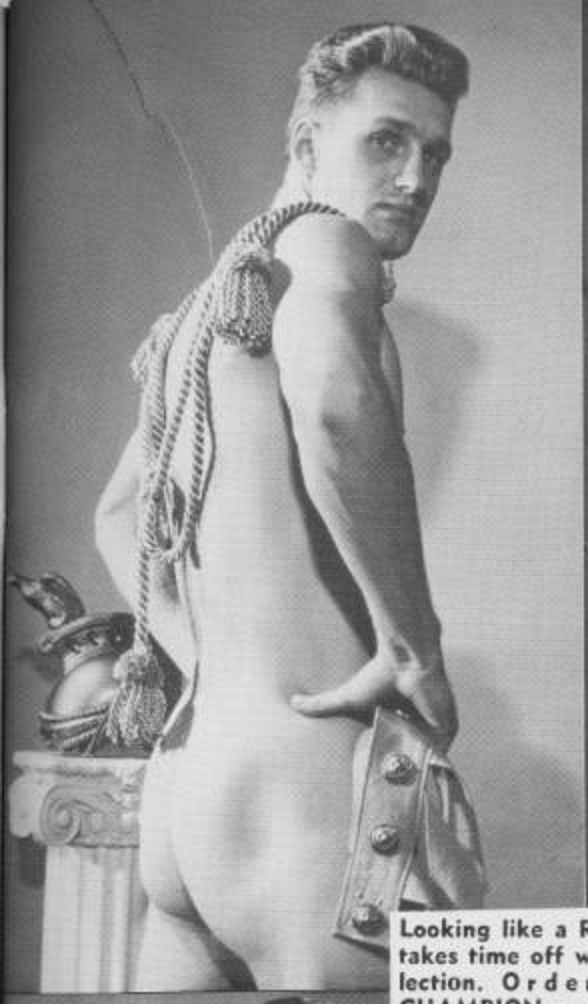
Scissor jumps–Stand with right leg and left arm extended forward, and left leg and right arm extended backward.

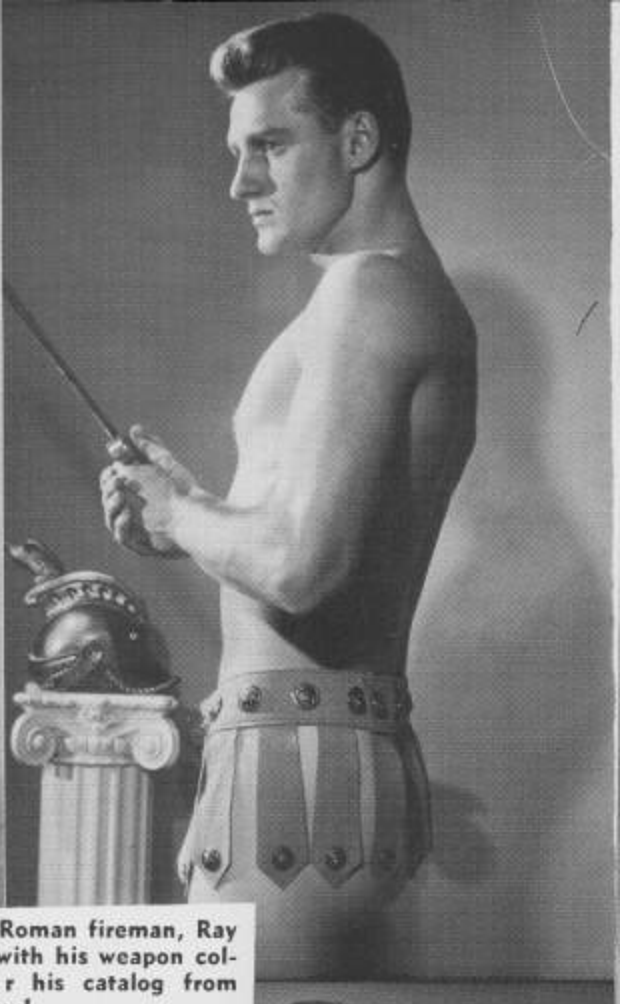
Jump up–change position of arms and legs before landing. Repeat (arms shoulder high).



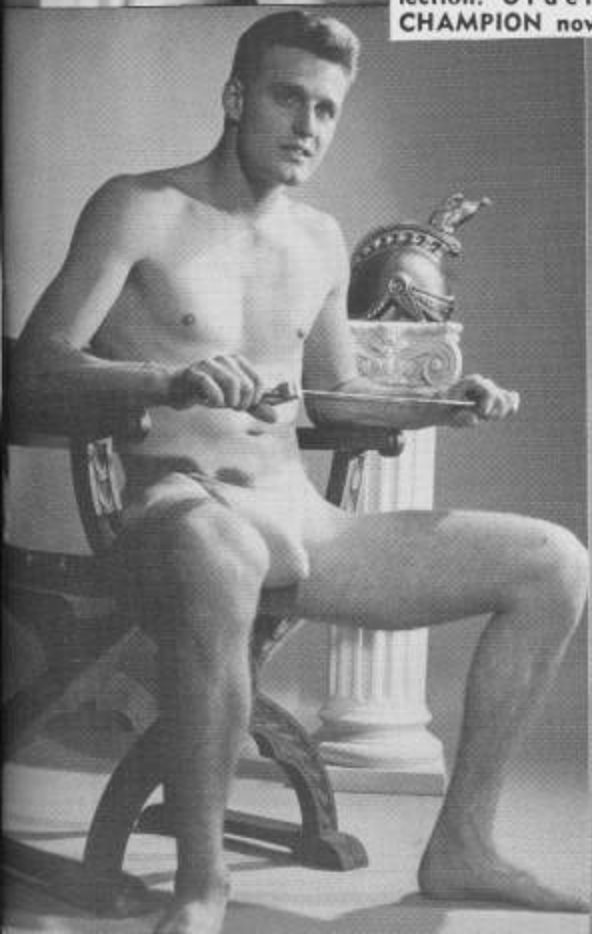
RAY keeps up a steady program of exercise, with emphasis on acrobatics. He insists that men with humane, responsible jobs like his must stay fit.

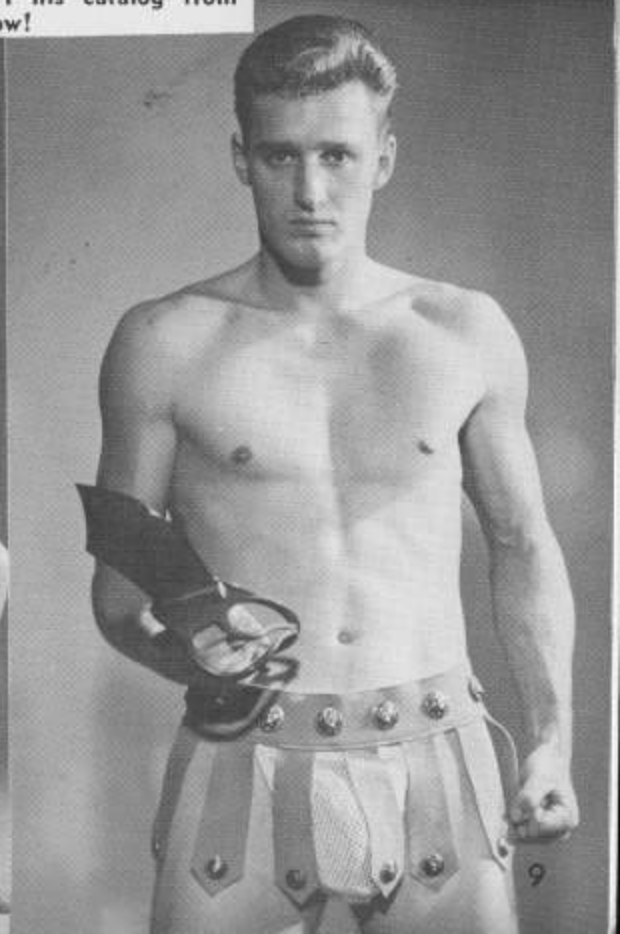
When Ray talks about fire prevention, he's as impressive as his physique. Artists and physical culturists will find inspiration in Ray's CHAMPION catalog. See ad, page 38.

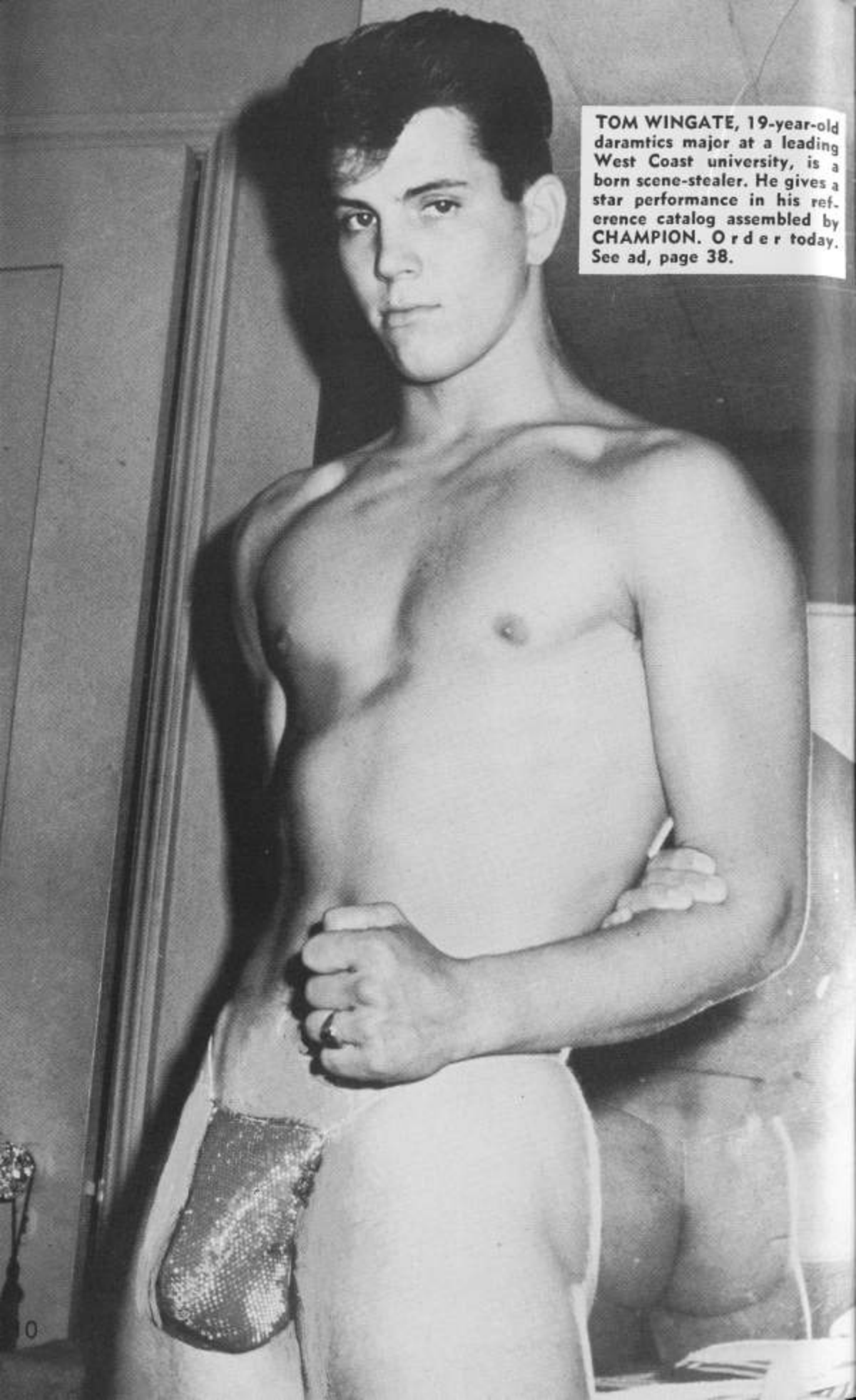




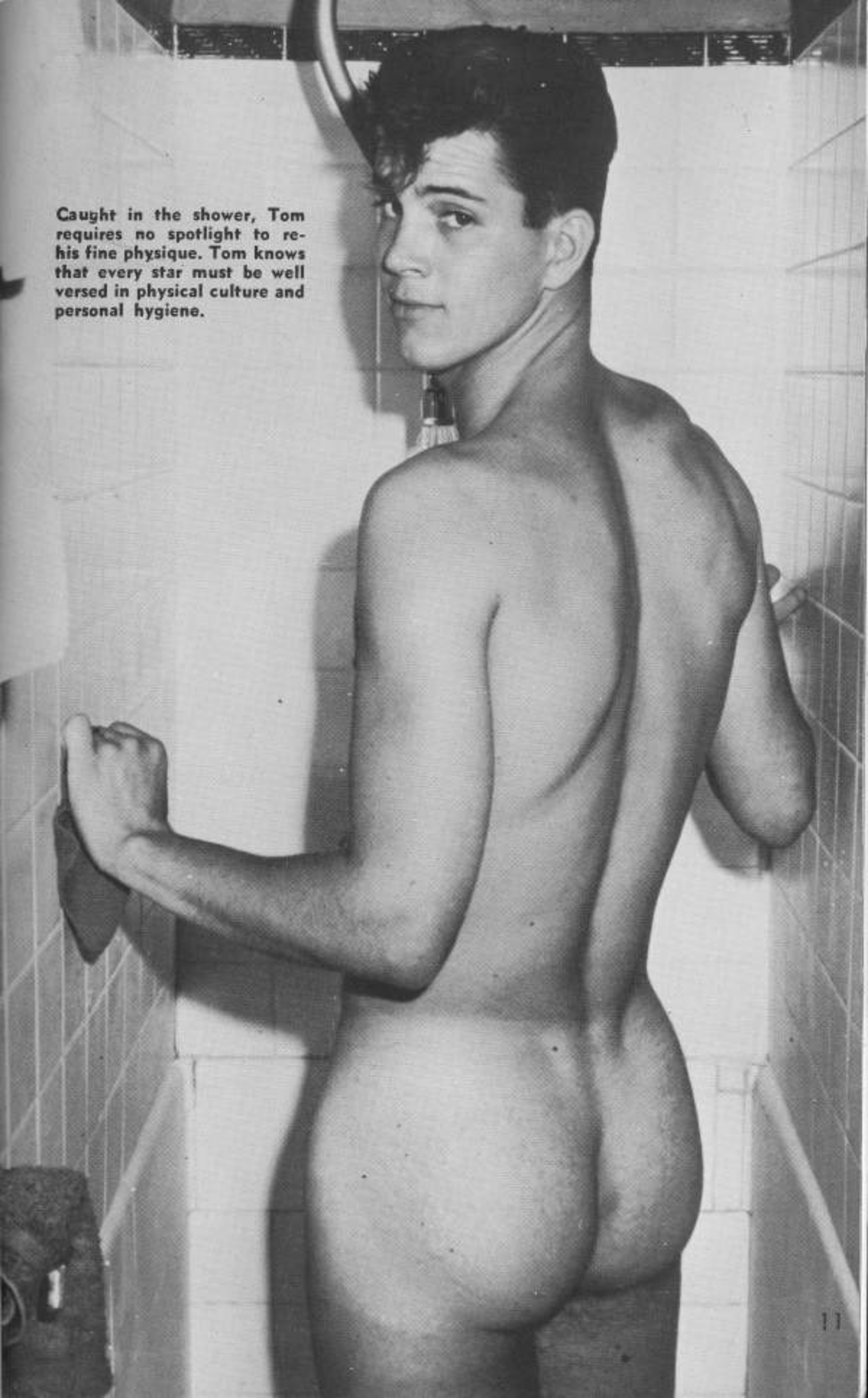
Looking like a Roman fireman, Ray takes time off with his weapon collection. Order his catalog from CHAMPION now!



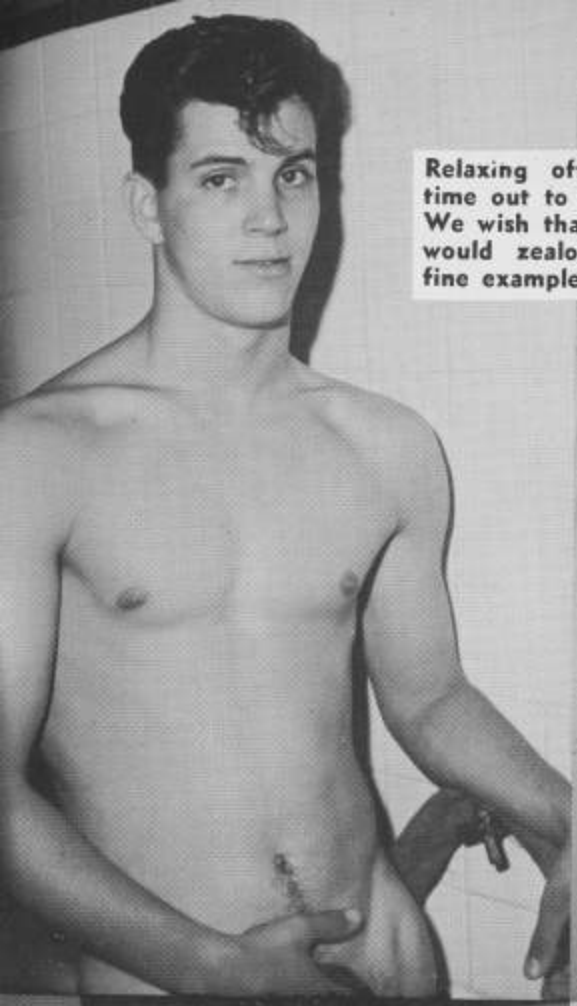


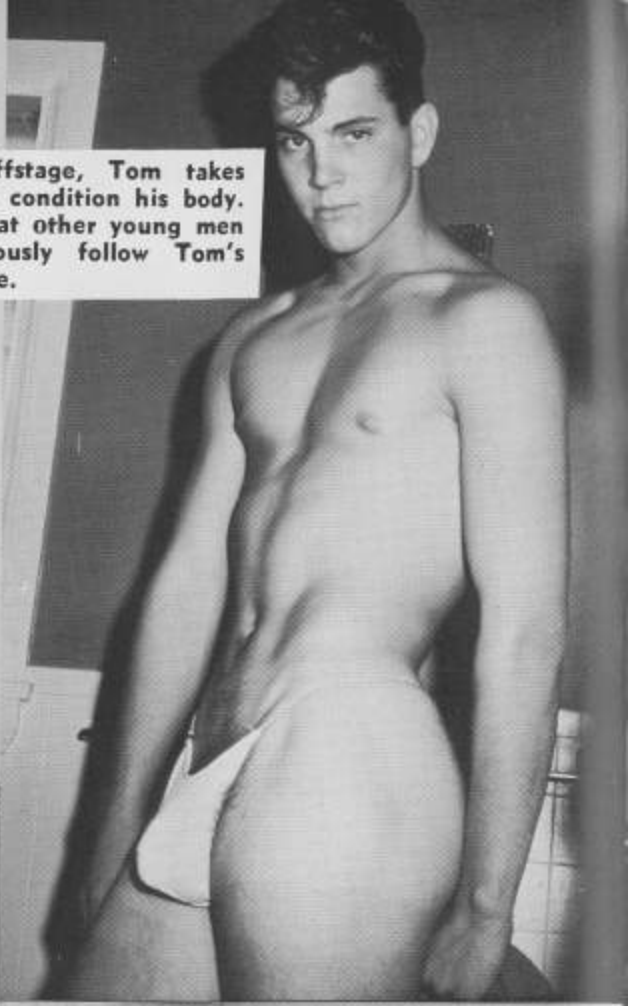


TOM WINGATE, 19-year-old daramtics major at a leading West Coast university, is a born scene-stealer. He gives a star performance in his reference catalog assembled by CHAMPION. Order today. See ad, page 38.

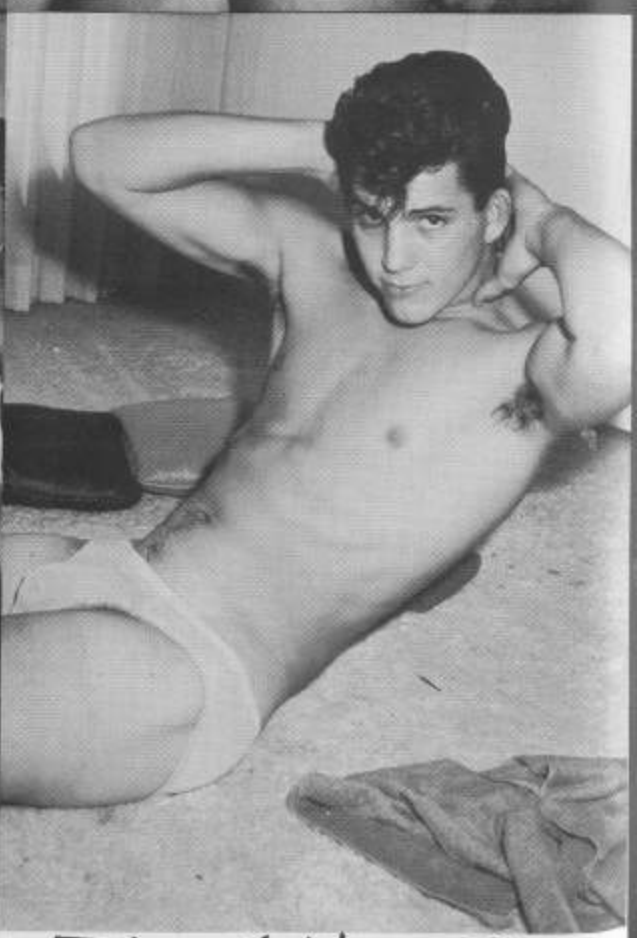


Caught in the shower, Tom requires no spotlight to re- his fine physique. Tom knows that every star must be well versed in physical culture and personal hygiene.



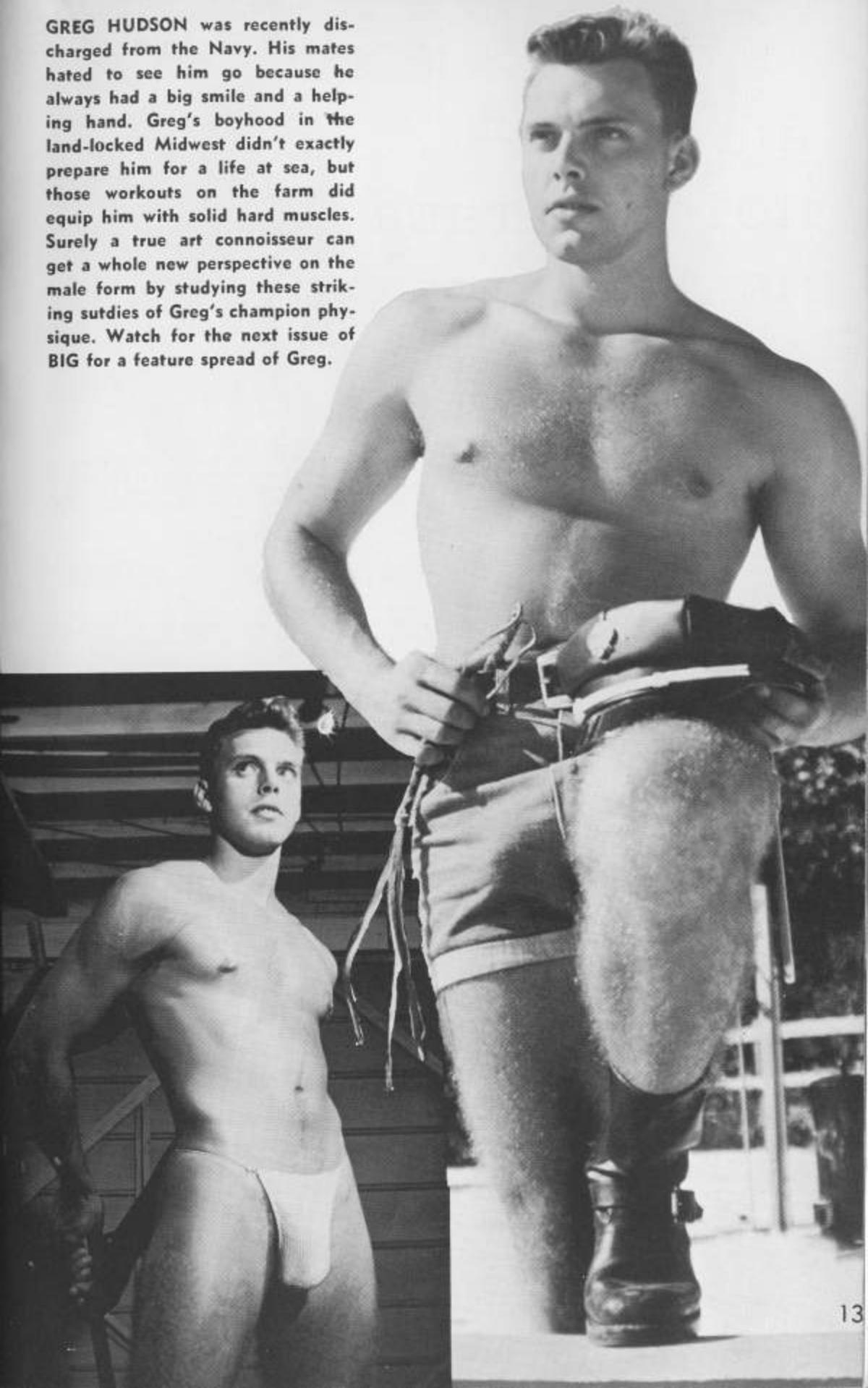


Relaxing offstage, Tom takes time out to condition his body. We wish that other young men would zealously follow Tom's fine example.



Tom Wingate

GREG HUDSON was recently discharged from the Navy. His mates hated to see him go because he always had a big smile and a helping hand. Greg's boyhood in the land-locked Midwest didn't exactly prepare him for a life at sea, but those workouts on the farm did equip him with solid hard muscles. Surely a true art connoisseur can get a whole new perspective on the male form by studying these striking sutdies of Greg's champion physique. Watch for the next issue of BIG for a feature spread of Greg.



BIG HOT WEATHER HEALTH AIDS

The secret of hot weather health is to work with the weather, remembering that heat is energy. Let it do the work of fuel-foods for you and it will pay you back amply in rewards. More so, hot weather is one of the best tests of your fitness.

A heat wave or spell of hot weather can be a good test of how Physically Fit you are. Heat reacts in many ways like a bout of exercise, but more progressively and more continuously. Muscles, nerves and ductless glands speed up. Metabolism increases its rate, the organs and the blood work a little faster. As a result, the entire body tends to be a little more vigorous than usual.

If you are fit, you can take this increase of internal action in your stride. If you are below par, the accelerated pace piles up wastes and poisons slightly in excess of the normal eliminative organs. It is these toxins that make hot-weather trouble.

They hammer at the nerves, setting up headaches. They lower the tone of the blood so that it can't feed you with energy or keep you cool and alert. They stifle glandular activity, making you feel like a rag. They depress your brain center and play tag with your emotions. Why let them do so much damage to your health and enjoyment of summer? March in step to a stimulating program of health when the hot weather begins:

STEP 1. Overhaul your diet drastically. Cut down sugars (carbonated beverages, cakes, sweets), fats (fried foods, bacon, fatty meats, pastries cooked in deep fat), and starches, (bread, pies, rice, potatoes and cooked cereals). Increase your fruits, your vegetables, and your milk. Have extra fruit for breakfast in place of toast.

Make your salads good platefuls. Have at least four vegetables, and vary them from meal to meal. Raw peas, beans, carrots (grated), cauliflower (shredded) are just as palatable and far richer in vitamins and food minerals then when cooked. To make your salad more sustaining, add grated cheese, or cream cheese, or ground Brazil nuts and walnuts.

Cut out heavy, bloating dishes at dinner. Cooked vegetables are good, but be sure at least one is a leafy green. Avoid bread with potatoes, two starches will not help digestion and might add to a weight problem.

STEP 2. Watch your water intake. You may lose up to four pints of water from your body on a hot summer day. Drink fruit juices, buttermilk, milk and lemonade even in preference to tap water. Such drinks are rich in minerals that alkalize the blood. Drink slowly. Warm drinks and drinks low in sugar content are better than iced drinks to keep you cool. Remember that sugar warms up the body system.

If you don't feel like eating solid food on an excessively hot day, why not try beating up a raw egg with a pinch of cinnamon and a few ground almonds in a glass of warm milk. It's as nourishing as meat. Bran tea will help to steady the nerves. Stir a tablespoon of bran in a pint of boiling water and simmer for five minutes. Add a little honey (instead of sugar) and evaporated milk. Strain and serve. This healthy drink will tone the gastric nerve.

STEP 3. Give your skin a daily tonic. Have a tepid bath or shower, not a cold one, each morning and night. Towel down, and then rub down with a little olive oil or mineral oil shaken up with lemon juice (two parts oil, one part lemon juice). This feeds your pores, replaces the lost oils to the skin, and the lemon juice acts as an excellent tonic.

STEP 4. Keep the intestines thoroughly clean and open and you will be able to tolerate the heat more easily. This calls for regularity in elimination of body wastes every day. Be mindful not to become constipated. Be regular in your toilet habits and your body will become regular and rhythmic.

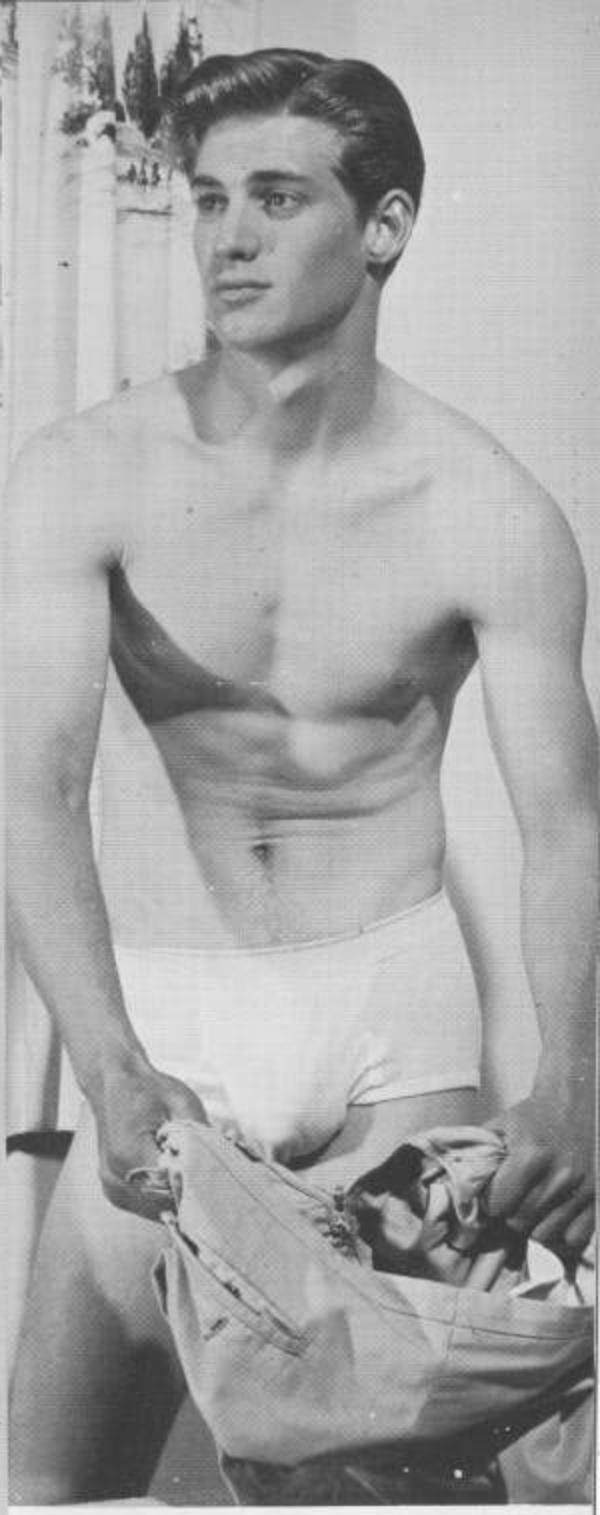
A tablespoonful of raisins and a few grains of medicinal charcoal (chemist's) allowed to stand overnight in a cup of milk and taken when you rise in the morning is a very fine hot weather laxative.

STEP 5. Keep your kidneys clean and open. Efficient voiding of uric acid from the system, prevents nerve irritation, chronic conditions and tiredness. In hot weather, eat sparingly of flesh foods, heavy cheeses, dried peas and beans, and shell-fish, as these foods are likely to cause acidity to excess.

STEP 6. Wear light clothes, light in color as well as in weight. Lighter colors reflect the heat rays of the sun more effectively. Select clothing that will fit loosely and is cellular in texture so that air can circulate freely.

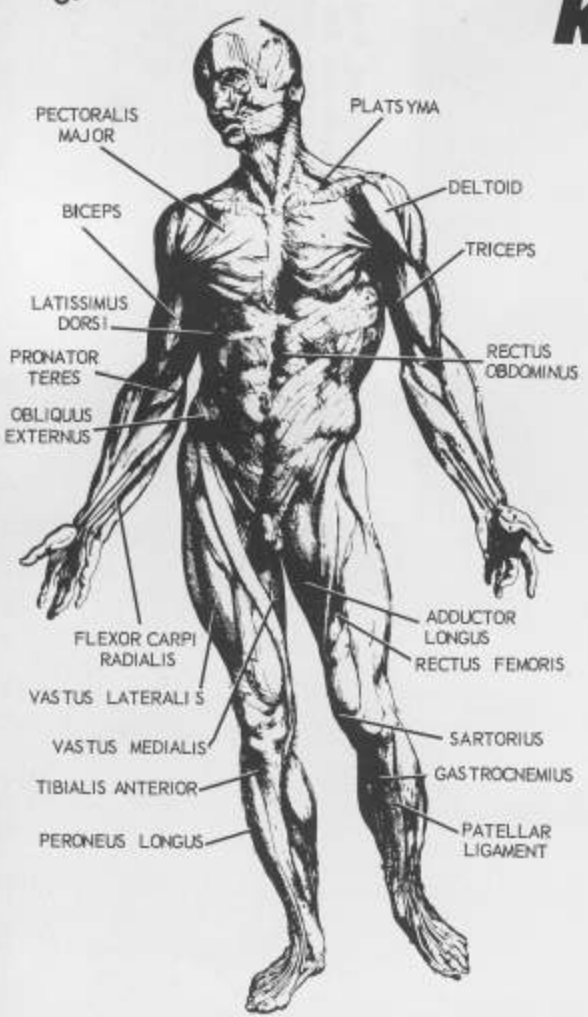
STEP 7. Avoid strenuous, violent exercise. Stretch, flex, and bend; move with relaxed action; keep your muscles elastic; and lactic acids in the tissues and metabolic wastes on the move, but without highly strenuous exercise.

The best exercise of all is fuller breathing. Learn to empty your lungs. Breathe out twice as long as you breathe in - in through the nose and out through pursed lips. This simple exercise will keep you cooler. Breathe shallowly and rapidly and you will find yourself overheated. The secret of hot weather health is to pace your activity with the degree of heat, remembering - once again - heat is energy! Let it do the work of fuel-foods, and replenish with the cooling regulative fare described here.



RICH MAJESKI, a civil-engineering student, as sturdy as the buildings he'll one day bui He has the right design for living. Order catalog from **THEM** a build-up yourself.

Know Your Anatomy

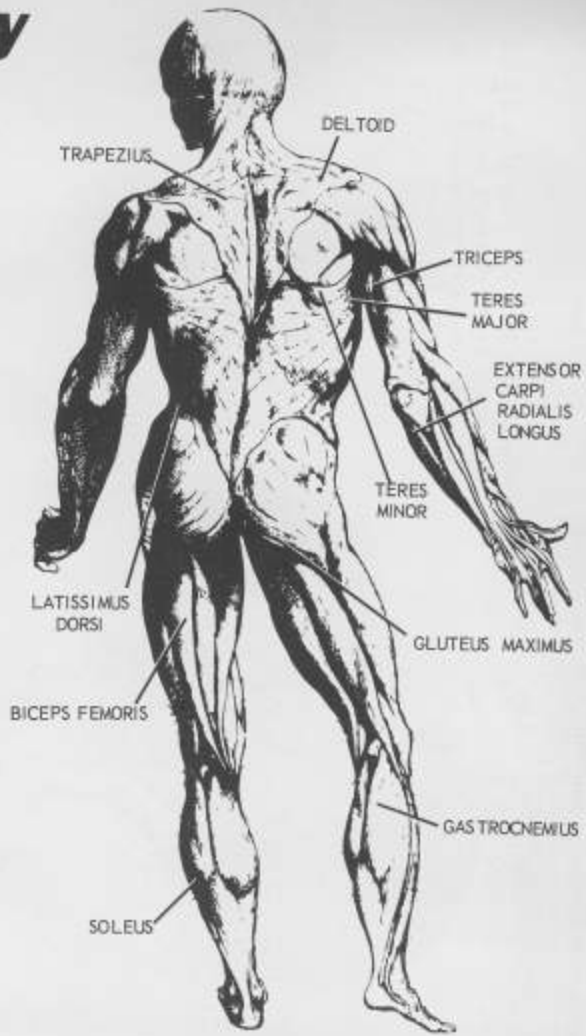


Whether you are an Artist, Body-Builder or someone interested in your own well-being it is basic that you know your anatomy and understand its mechanics.

Here we introduce you to the Front and Rear Anatomical Views of the full figure. Familiarize yourself generally with the location of the principal muscles of the entire body - first - then you will readily visualize our more detailed anatomical subject matter in subsequent issues of BIG.

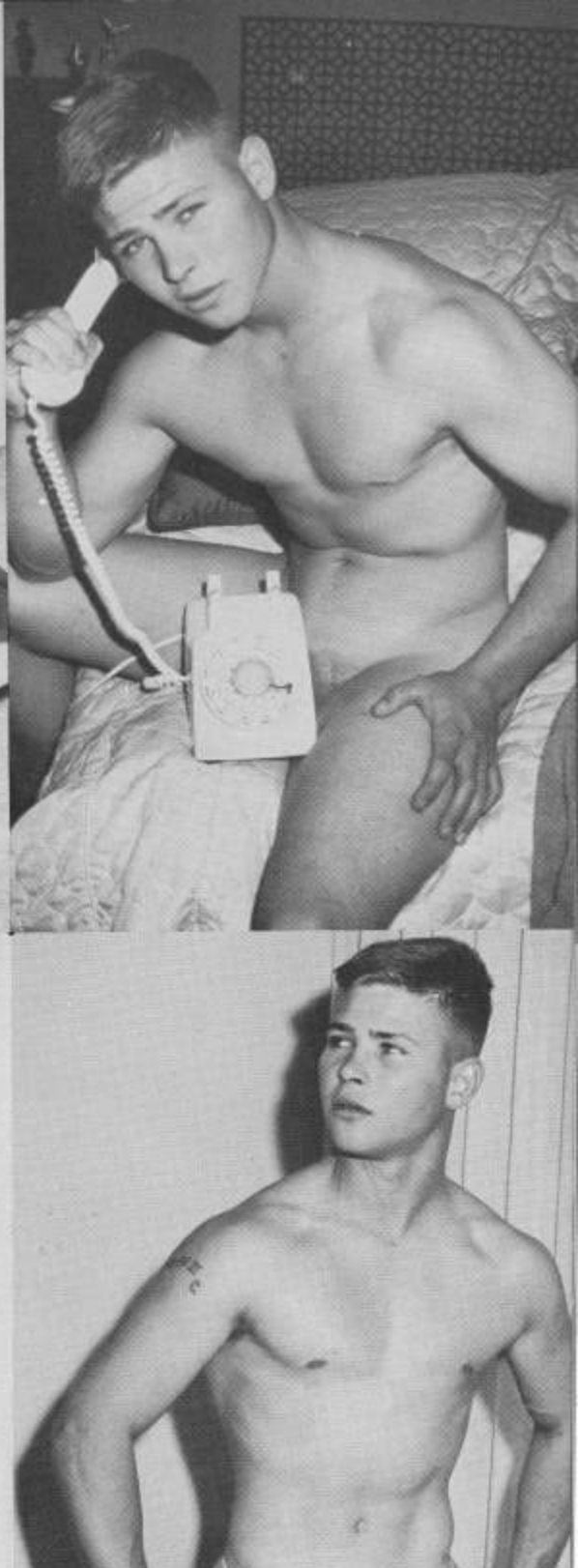
One of the basic facts to remember about muscles is that they always pull and never push the bones to which they are attached. Detailed information on this subject may be found in any textbook of the human anatomy. Briefly, a muscle may be likened to a rubber band, which by contracting in length brings its ends closer together. As a muscle contracts or shortens, it swells or bulges laterally, stretching the sheaths surrounding it and making the muscle larger in girth and harder to the touch than when relaxed. Wherever a muscle (or its terminating fibers, or tendon) crosses a joint, the contracting of that muscle will tend to draw together the bones lying on each side of the joint. Since, however, one of these bones is either stationery or more fixed than the other, contraction of the muscle causes the movable bone to be drawn toward the fixed one.

Watch for further details on "Muscles In Action" in the next issue of BIG.



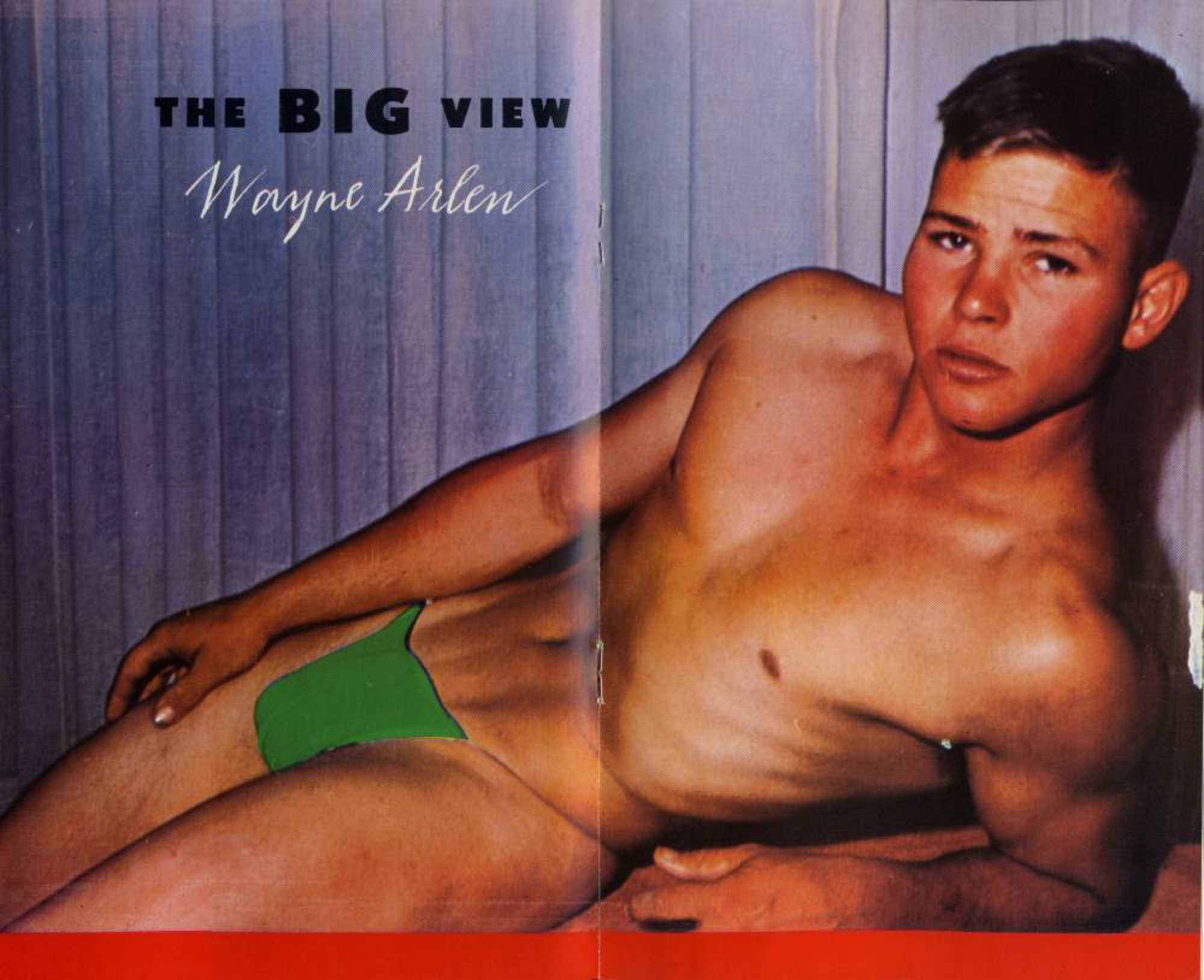
Here we see Rich lounging after a hard day's work at the drawing board. Even in casual, candid shots, his physique is an inspiration for artists.

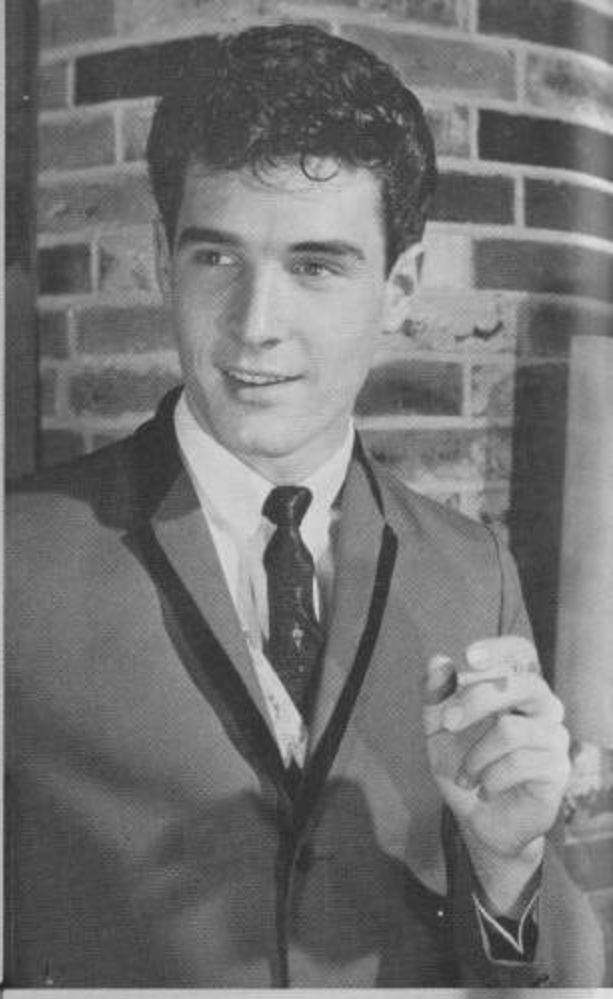
WAYNE ARLEN, a 19-year-old Marine, is an ideal model, whose fresh, boyish appearance is enhanced by a rocklike body. Wayne's catalog by **CHAMPION** offers many striking photos taken at unusual angles to display his manly torso at its very fines. Order his catalog today by flipping at once to the ad, page 38.

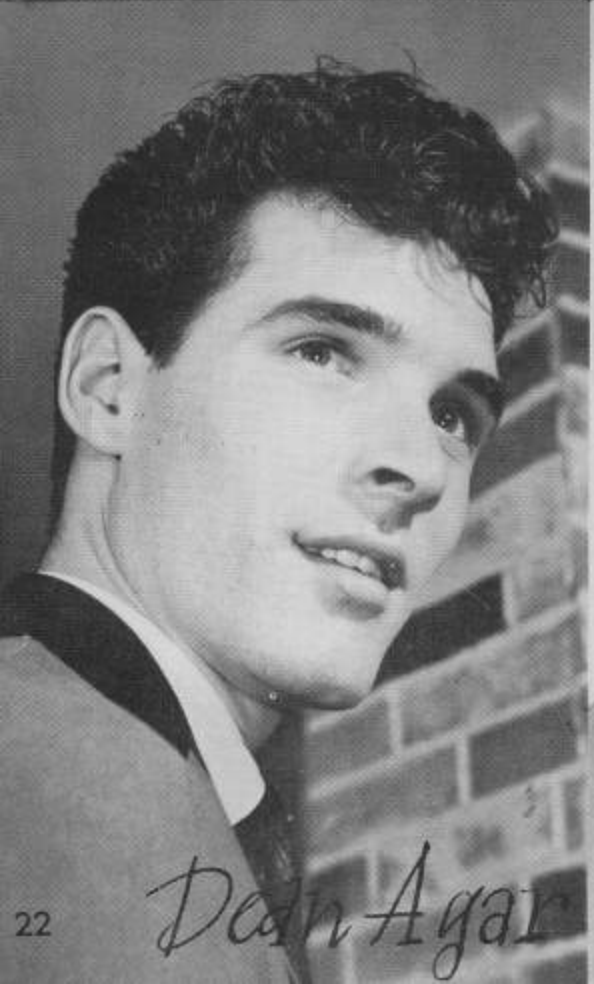


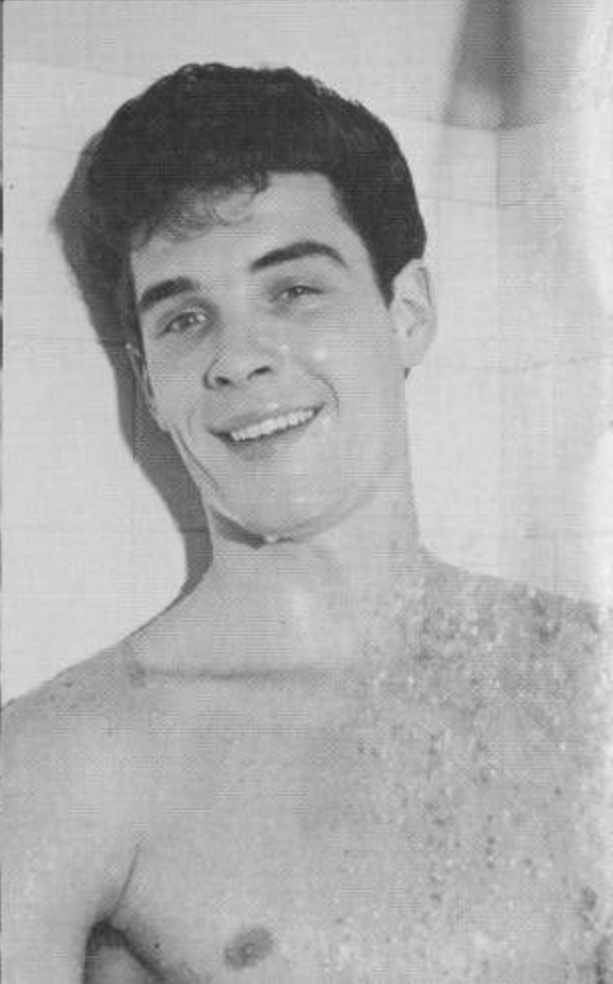
THE BIG VIEW

Wayne Arlen









Dan Agar

DEAN AGAR — This 20-year-old auto mechanic limbers up his finely proportioned body by playing a fast game of tennis in his spare time, away from work in the grease pit. Dean's friends say that he reminds them of Steve Reeves. He is an avid admirer of Steve and follows his successful career with great interest. Order DEAN's stunning catalog by CHAMPION today. See ad, page 38.

CHAMPION and THEM and BIG MAGAZINE
present _____

An Open Letter
to their most valued customers

Dear Friends:

To show our good faith to you, and to continue to heel the latest ruling of the highest authorities in our land, CHAMPION and THEM Studios will make available by yearly subscription a series of informative physical culture articles with a strong emphasis on health and physical fitness.

In the past, we have always stressed aesthetic value of the male physique, primarily for the inspiration of artists, sculptors, students and physical culturistsingeneral. Now we will strive even harder to make our photos conform to the highest moral standards and cultural values, in the firm belief that we are making a genuine contribution to our nation's awareness of beauty and health.

Our photos leave no doubt about our intentions as a distributor of artistic photography, but with this new series of articles behind them, they will stress even more than before the healthy, All-American attitude that our studios and magazine zealously promote, your subscription will further underscore your desire to acquire material of a genuinely high cultural nature.

It's now too late to moralize about the frontal nude photos which go through the U.S.Mails...most of which are not at all defensible on any grounds. Already we can see the pendulum of public opinion swinging the opposite way. Some people who went too far, had a field day at the expense of all of us. We sincerely hope that everyone will now abide by the law as it was so recently defined by the Supreme Court.

The great majority of our models are sincerely interested in matters pertaining to physical culture. You can take this opportunity to let them demonstrate to you the do's and don'ts of body care, whether it be exercises of mind and body or simple, straightforward health and safety aids.

Every month we will release an interesting and useful physical culture article which you can purchase separately for only $1.25 (Each article will feature health and exercise aids and will contain descriptive photos of popular Champion models). Be assured of receiving your physical culture feature every month at a $5.00 saving by an Annual Subscription of just $10.00 which will also entitle you to an added savings of 5 % on all photos you purchase from our composite selector reference catalogs.

These Physical Culture features can eventually be bound in book form and placed in your library or study.

Here is a partial list of articles to come, all written by that eminent physical culturist Richard Falcon

- *---Reduce That Waistline*
- *---Calves Can Be Improved*
- *---Trim and Firm Your Hips & Thighs*
- *---Constipation: Causes & Corrections*
- *---A Deeper Chest for Better Health*
- *---A More Shapely Neck for You*
- *---Strengthen Up Those Arms*
- *---OH! My Aching Back*
- *---American Teenagers Need Exercise*

Best wishes for a healthy and happy future, mentally and physically.

MAIL COUPON

CHAMPION and THEM STUDIOS
Publishers of BIG Magazine

MAIL TO: **CHAMPION P. O. BOX 39 217 West 18th Street N. Y., N. Y. 10011**

☐ To demonstrate my sincere interest in Physical Culture, Enclosed find $10.00 Enter my Annual Subscription to your Monthly Physical Culture Articles and Descriptive Photo Service.

OR

☐ Find enclosed $1.25 for your current Physical Culture article: "Constipation: Causes & Corrections"

NAME _____
I hereby certify I am 21 years of age. (Signature)

NAME _____
(Please Print)

ADDRESS _____

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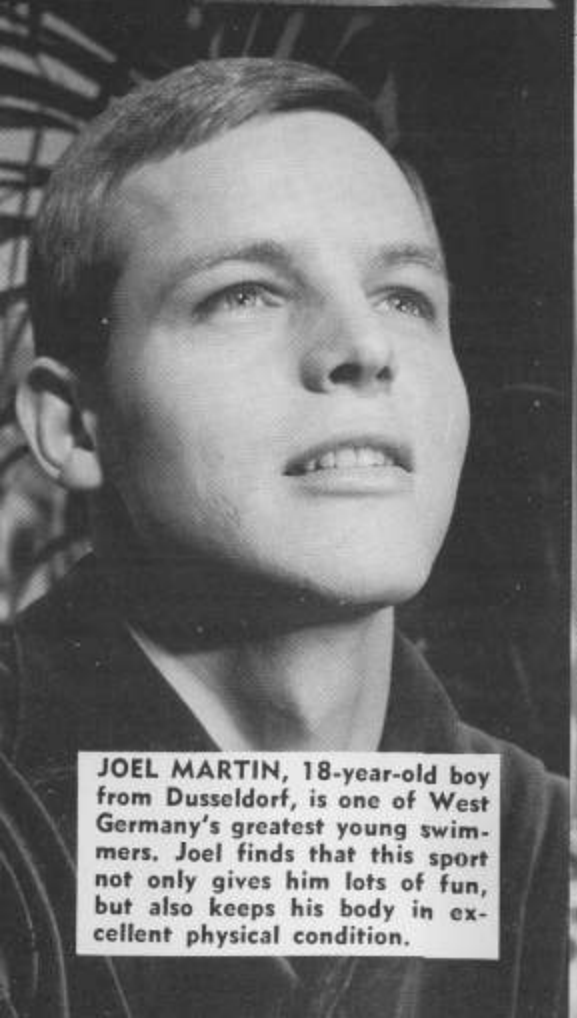

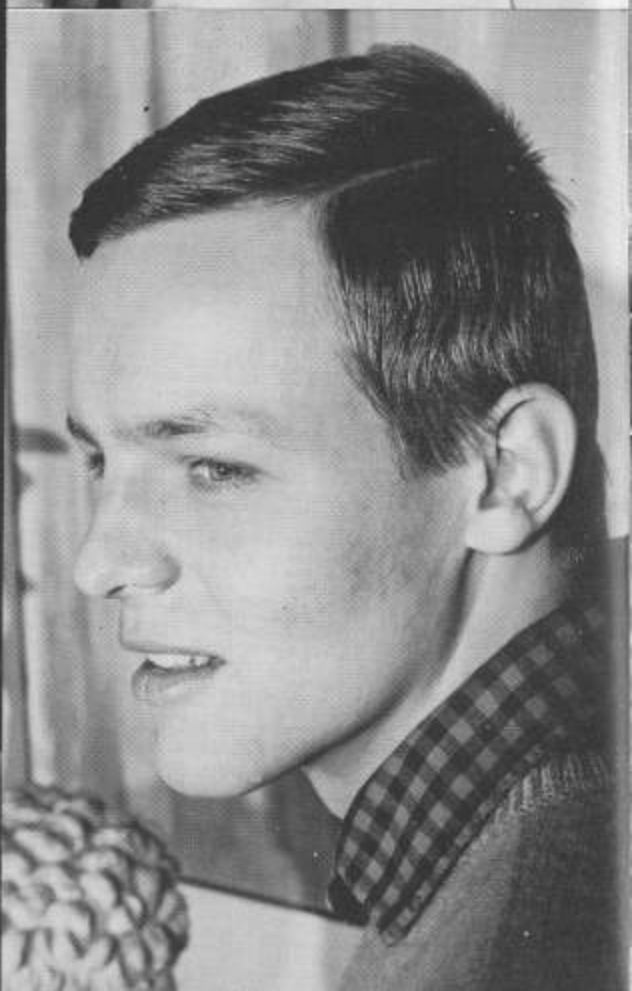

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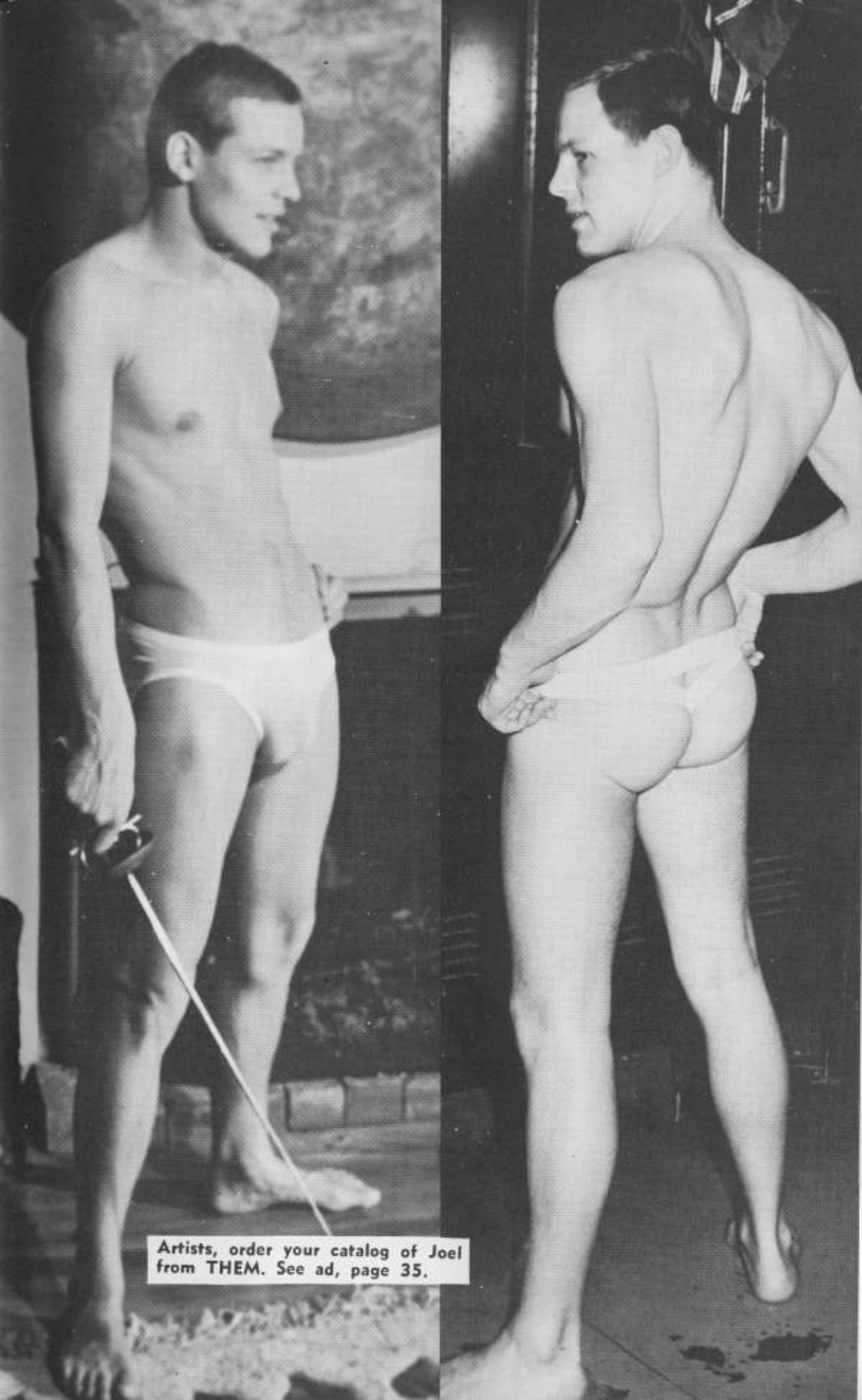

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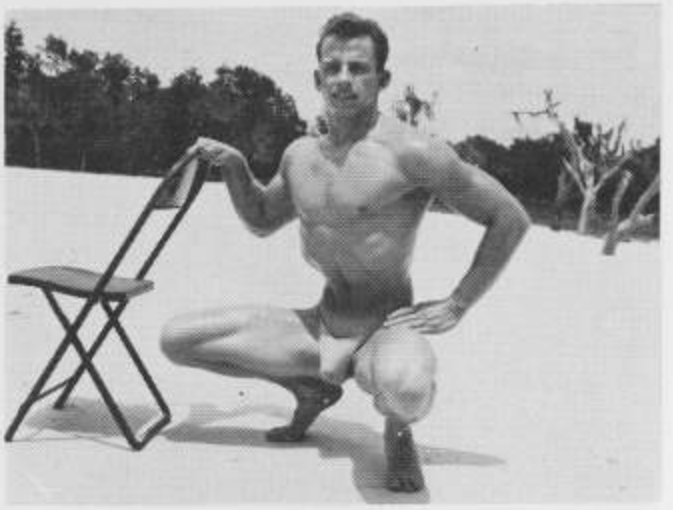
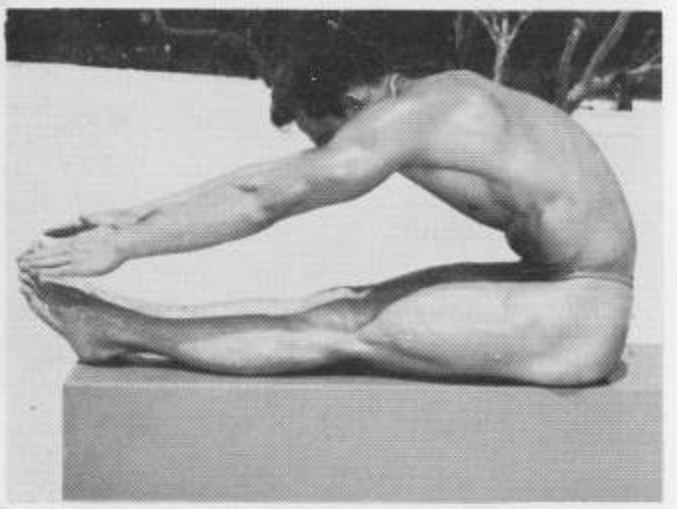


①THE KNEE BEND ON TOES firms the thighs and calves. Holding on to something for balance, stand erect on toes and slowly exhale as you bend legs to position illustrated. Repeat 4 times and increase to 20 reps.

②THE ARM TONER affects all parts of the arms by re-activating unused arm muscles and by toning up flabby tissue. With weights, assume position in Fig. A and straighten arms as in Fig. B. Start with what you can and increase to 20 reps.

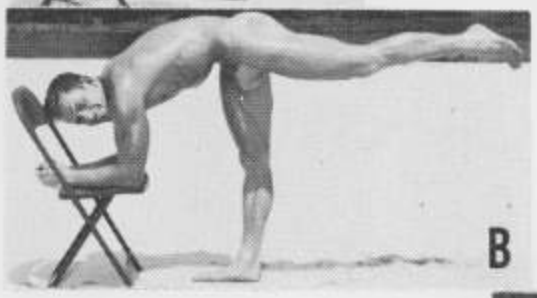
③THE SITTING TOE TOUCH helps reduce the waist and back areas. Lie flat on the back, arms extended out behind the head. Then inhale and throw the arms forward as you reach the sitting position and touch the toes as pictured. Exhale as you return slowly to starting position. Repeat at least 4 times.



④THE BAR TWIST affects the sides and lower back. With a bar across the shoulders, straddle a bench in order to be able to keep the legs in one position. Now, twist to one side as far as you can go as in Fig. A. Then twist to the opposite side as in Fig. B. Repeat 5 times and increase to 20 reps for each side.

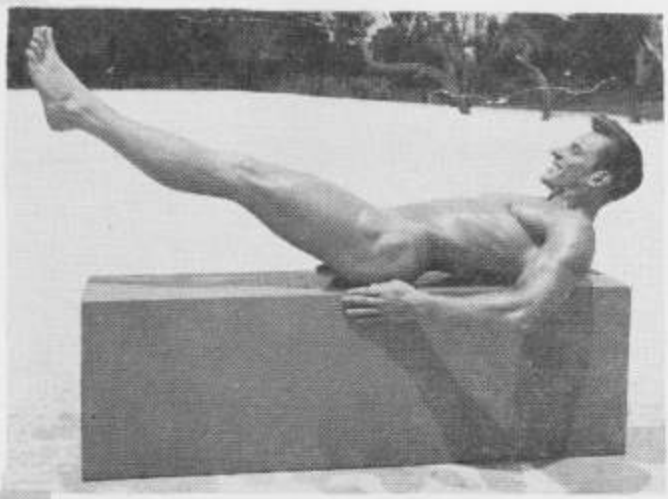
WITHOUT STARVING

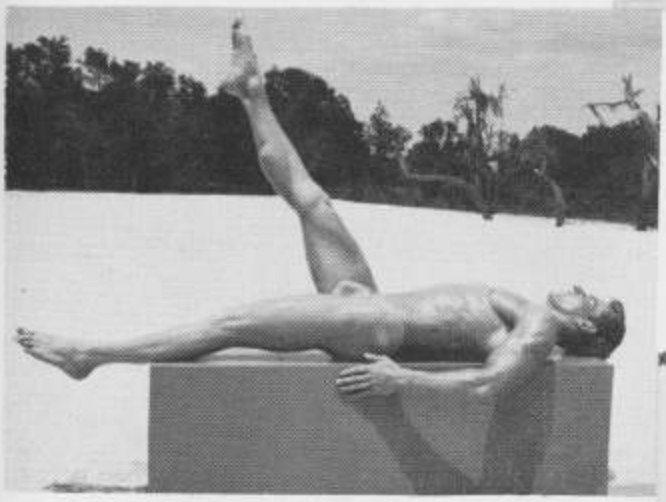
by Richard Falcon



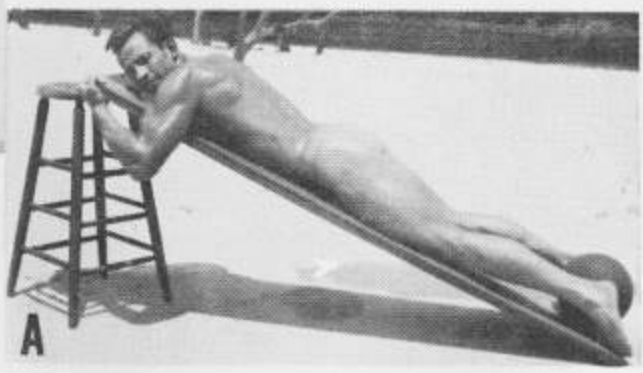
⑤ **THE BACKWARD KICK** is excellent for firming the hips and thighs. Assume position as in Fig. A, holding one knee up, under the body. Then kick that leg backward as in Fig. B. Repeat 4 times and then do the same with the opposite leg and slowly increase to 25 for each leg.

⑥ **THE HEAD AND LEG RAISE** firms up the neck and the lower abdomen. Lie flat on your back with arms at the sides. Then, raise your head and legs at the same time as shown. Return to starting position and repeat 4 times at least. Increase to 35 reps.

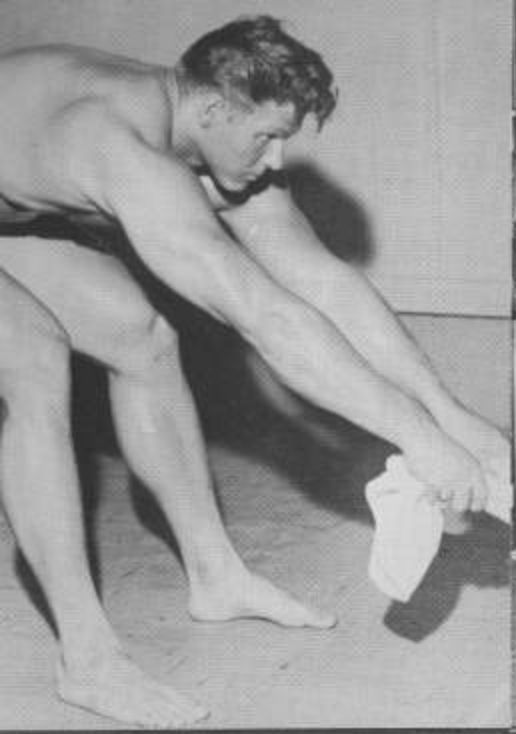


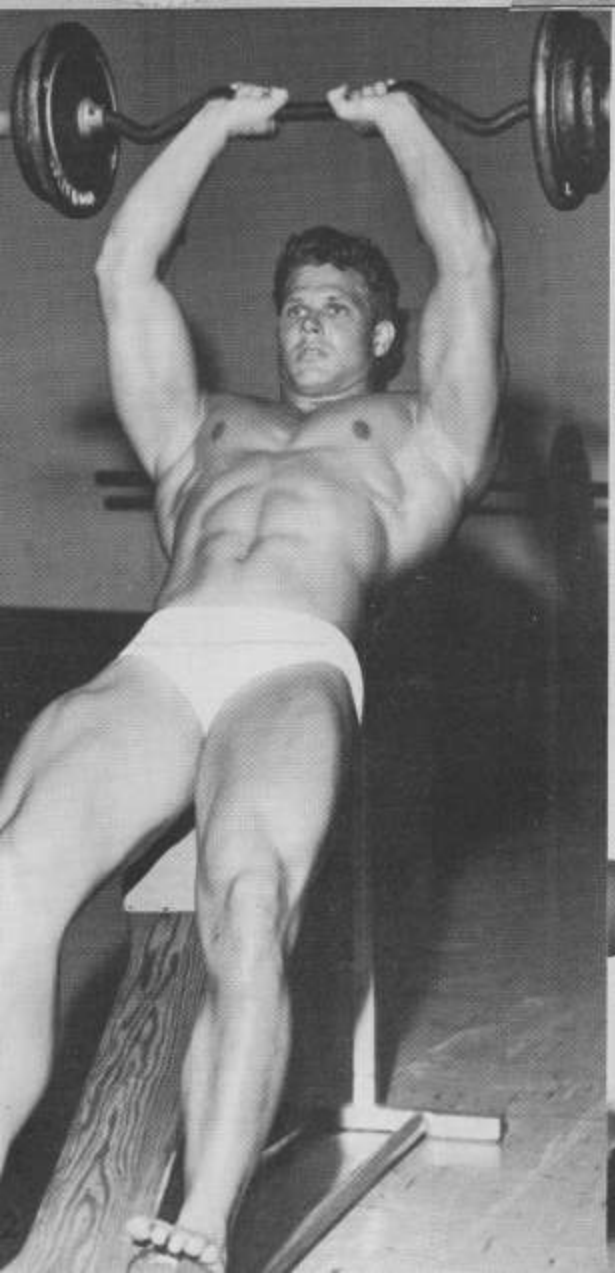


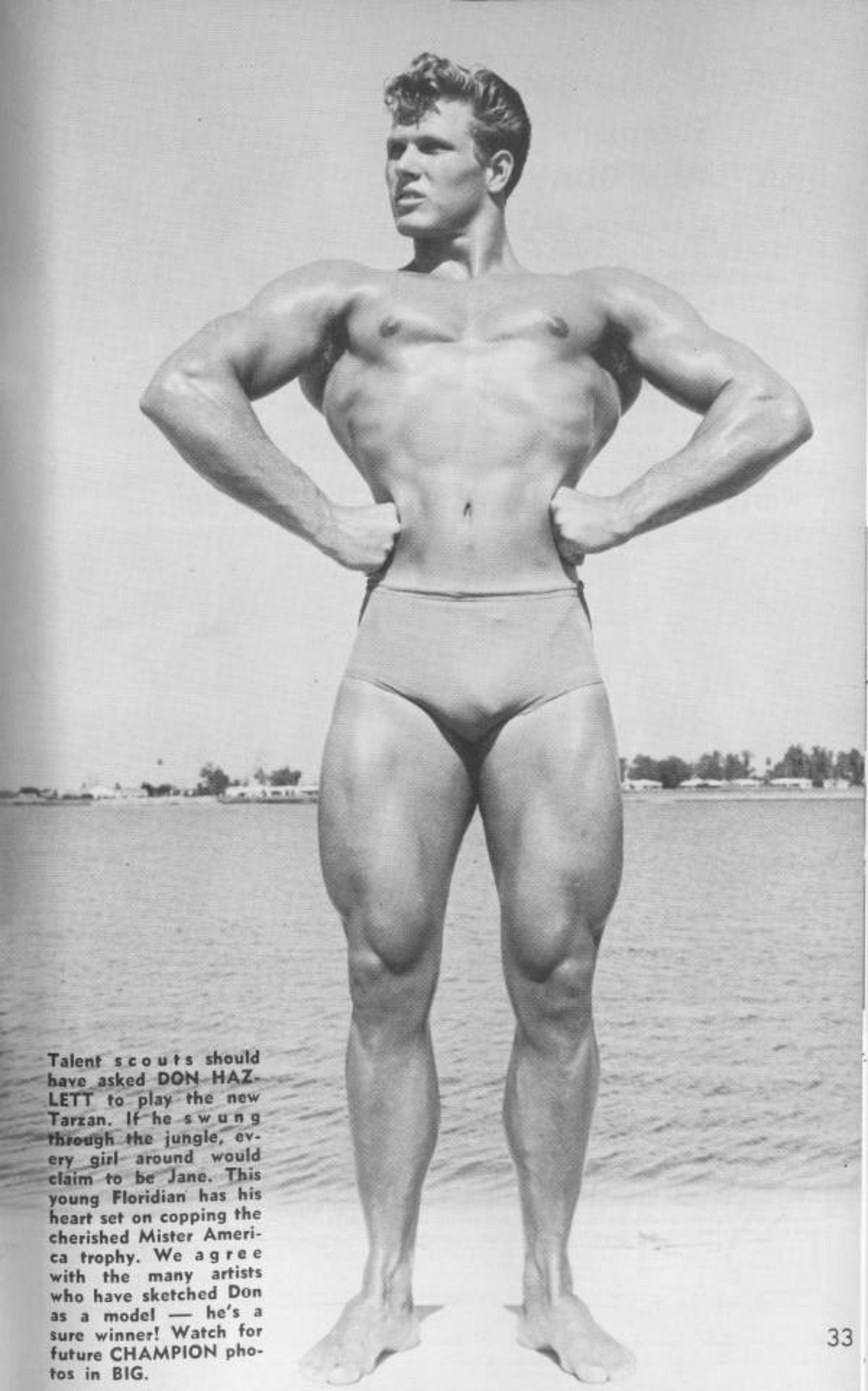
⑦ **THE ONE LEG RAISE** tones up the waist and the front of the thighs. Lie flat on your back and raise one leg as shown. Lower leg back and repeat at least 4 times and then do the same with the opposite leg. Increase to 20 reps for each leg.



⑧ **THE LEG CURL** firms up the flabby tissue on the back part of the upper thighs. Place some sort of an object like a ball, between the feet as in Fig. A and raise the object by bending the legs as in Fig. B. Start with 5 reps and increase to 20.







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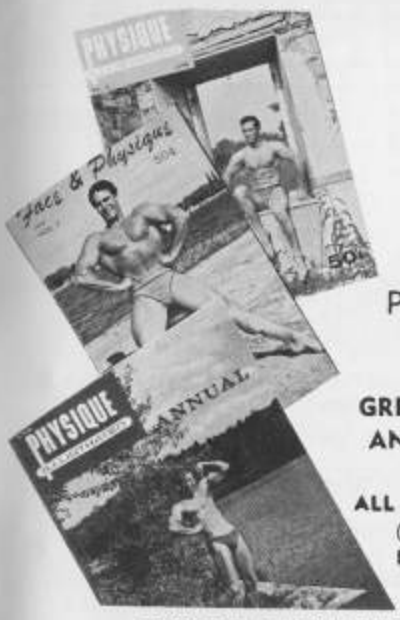

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